

## CLAIMS

### What is Claimed is:

1. A method for providing advertising in a computer network, comprising:  
receiving a request from at least one user for delivery of a user-selected  
5 Web page associated with a Web site;  
selecting at least one audio advertisement from a plurality of audio  
advertisements for delivery to said at least one user in conjunction with said user-  
selected Web page; and  
delivering said at least one audio advertisement to said at least one user  
10 via said network in a format that precludes said at least one user from controlling  
manner of playback of said audio advertisement.
2. The method of Claim 1, further comprising delivering software code to said  
at least one user that enables said user to link to another Web site during delivery of  
said audio advertisement.
- 15 3. The method of Claim 2, further comprising enabling said at least one user  
to use any of a plurality of input devices to signal a desire to link to said other Web site.
4. The method of Claim 1, further comprising cross-promoting participating  
Web sites within said computer network.
5. The method of Claim 1, further comprising compensating an advertiser  
20 according to a total number of said audio advertisements delivered to said at least one  
user.
6. The method of Claim 7, further comprising providing credits to said  
advertiser for delivery of said audio advertisements.
7. The method of Claim 8, further comprising permitting exchange of said  
25 credits for delivery of other audio advertisements.

8. The method of Claim 1, further comprising maintaining a database of tendency data corresponding to said at least one user.

9. The method of Claim 8, further comprising weighting said tendency data in accordance with predetermined criteria.

5 10. The method of Claim 8, further comprising generating query strings according to said tendency data stored within said database.

11. The method of Claim 10, further comprising generating secondary query strings utilizing a query string database in conjunction with said tendency data.

10 12. The method of Claim 10, wherein said selecting step further comprises selecting one of said plurality of audio advertisements for said at least one user in accordance with said tendency data.

13. The method of Claim 1, wherein said delivering step further comprises downloading said at least one audio advertisement onto a computer operated by said at least one user.

15 14. The method of Claim 13, wherein downloading step further comprises downloading said at least one audio advertisement concurrently with downloading of other types of data onto said computer.

15. The method of Claim 13, wherein said downloading step is completed regardless of whether said at least one user has left said user-selected Web page.

20 16. The method of Claim 1, wherein said delivering step further comprises determining if a sufficient amount of said at least one audio advertisement has been delivered as to begin playing of said at least one audio advertisement.

17. A system for providing advertisements in a computer network, comprising:  
a server connected to said computer network and having an audio  
advertisement application executing in association with said server to provide the  
functions of:

5 receiving a request from at least one user for delivery of a user-  
selected Web page associated with a Web site;

selecting at least one audio advertisement from a plurality of audio  
advertisements for delivery to said at least one user in conjunction with said user-  
selected Web page; and

10 delivering said at least one audio advertisement to said at least one  
user via said network in a format that precludes said at least one user from  
controlling manner of playback of said audio advertisement.

18. The system of Claim 17, wherein said application further comprises the  
function of delivering software code to said at least one user that enables said user to  
15 link to another Web site during delivery of said audio advertisement.

19. The system of Claim 18, wherein said application further comprises the  
function of enabling said at least one user to use any of a plurality of input devices to  
signal a desire to link to said other Web site.

20. The system of Claim 17, wherein said application further comprises the  
20 function of cross-promoting participating Web sites within said computer network.

21. The system of Claim 17, wherein said application further comprises the  
function of compensating an advertiser according to a total number of said audio  
advertisements delivered to said at least one user.

22. The system of Claim 21, wherein said application further comprises the  
25 function of providing credits to said advertiser for delivery of said audio advertisements.

23. The system of Claim 22, wherein said application further comprises the function of permitting exchange of said credits for delivery of other audio advertisements.

24. The system of Claim 18, further comprising a database of tendency data  
5 corresponding to said at least one user.

25. The system of Claim 24, wherein said application further comprises the function of weighting said tendency data in accordance with predetermined criteria.

26. The system of Claim 24, wherein said application further comprises the function of generating query strings according to said tendency data.

10 27. The system of Claim 26, wherein said application further comprises the function of generating secondary query strings utilizing a query string database in conjunction with said tendency data.

15 28. The system of Claim 24, wherein said selecting function further comprises selecting one of said plurality of audio advertisements for said at least one user in accordance with said tendency data.

29. The system of Claim 18, wherein said delivering function further comprises downloading said at least one audio advertisement onto a computer operated by said at least one user.

20 30. The system of Claim 29, wherein downloading function further comprises downloading said at least one audio advertisement concurrently with downloading of other types of data onto said computer.

31. The system of Claim 18, wherein said downloading function is completed regardless of whether said at least one user has left said user-selected Web page.

32. The system of Claim 18, wherein said delivering function further comprises determining if a sufficient amount of said at least one audio advertisement has been delivered as to begin playing of said at least one audio advertisement.